

## Message Text

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ACTION EB-08

INFO OCT-01 EA-12 ISO-00 COME-00 /021 W  
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R 020601Z MAR 78  
FM AMEMBASSY CANBERRA  
TO SECSTATE WASHDC 2577  
INFO AMCONSUL AUCKLAND  
AMCONSUL BRISBANE  
AMCONSUL MELBOURNE  
AMCONSUL PERTH  
AMCONSUL SYDNEY  
AMEMBASSY WELLINGTON

UNCLAS CANBERRA 1587

SYDNEY PASS IMC

E.O. 11652: N/A  
TAGS: BEXP, AS  
SUBJECT: COUNTRY COMMERCIAL PROGRAMS - PRELIMINARY CONTRIBUTIONS  
FOR FY - 1980

REF: STATE 002688

1. FOR FY 80 CCP EMBASSY PROPOSED SIX CAMPAIGNS, TWO ALTERNATES,  
AND ONE SPECIAL POST EFFORT.
2. A. CAMPAIGN 1; B. PRIORITY 1; C. COMPUTERS AND RELATED  
EQUIPMENT; D. RATIONALE FOR THIS CAMPAIGN REMAINS ESSENTIALLY  
AS SET FORTH IN FY 79 DOCUMENTS. THIS AREA IS NO. 1 IN BEST  
PROSPECTS LIST AND IS, EMBASSY UNDERSTANDS, LIKELY TO BE INCLUDED  
IN FY 80 EVENT SCHEDULE.
3. A. CAMPAIGN 2; B. PRIORITY 2; C. PUMPS, VALVES, AND  
COMPRESSORS; D. THIS AREA IS NO. 3 IN BEST PROSPECTS LIST AND  
HAS NOT BEEN PROMOTED IN ANY RECENT CAMPAIGN. THOUGH TOTAL  
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MARKET DID NOT GROW FROM FY 1975 TO 1977, REMAINING AT DOLS  
400 MILLION, IMPORTS INCREASED THEIR SHARE, AND U.S. SHARE OF  
IMPORTS INCREASED TO 45 PERCENT. AUSTRALIAN MARKET FOR THESE  
PRODUCTS IS SOPHISTICATED AND VERY COMPLEX, WITH PRICE COMPETIT-  
ION INTENSE AND KEY TO SUCCESS BEING SUPERIOR QUALITY AT A  
BETTER PRICE. U.S. IS IN EXCELLENT POSITION, WITH DEPRECIATING  
DOLLAR INCREASING U.S. COMPETITIVENESS, AND WITH REPUTATION FOR

QUALITY ALREADY ESTABLISHED. ANTICIPATED GROWTH IN MINERALS SECTOR BY 1980 SHOULD ACCOUNT FOR SIZABLE INCREASE IN DEMAND, WITH POSSIBLE ADDITIONAL GROWTH FROM SEVERAL OTHER SECTORS.

4. A. CAMPAIGN 3; B. PRIORITY 3; C. AUTO MAINTENANCE AND REPAIR EQUIPMENT; D. RATIONALE FOR THIS CAMPAIGN IS SAME AS FOR FY 79. EVEN SHOULD NEW CAR SALES HAVE PICKED UP BY FY 80, NEW CAR SALES WILL HAVE BEEN DEPRESSED FOR A PROTRACTED PERIOD WHICH AT THIS POINT SHOWS NO SIGNS OF ENDING. THUS, AVERAGE AGE OF CARS ON ROAD IN FY 80 SHOULD EXCEED THAT AT PRESENT, THEREBY SUSTAINING A LARGE AND CONTINUING DEMAND FOR MAINTENANCE AND REPAIR EQUIPMENT.

5. A. CAMPAIGN 4; B. PRIORITY 4; C. MEDICAL EQUIPMENT; MARKET FOR MEDICAL EQUIPMENT IS GROWING RAPIDLY AND IS EXPECTED TO REACH DOLS 160 MILLION BY 1980. IMPORTS IN FY 1977 INCREASED 29 PERCENT OVER PREVIOUS YEAR, WITH U.S. ENJOYING DOMINANT POSITION. BECAUSE OF RAPID TECHNOLOGICAL CHANGE AND RAPID GROWTH, PROMOTIONAL EFFORTS ARE PARTICULARLY DESIRABLE. EMBASSY UNDERSTANDS, TOO, THAT IMC ON-SITE IN THIS AREA BEING CONSIDERED FOR FY 80.

6. A. CAMPAIGN 5; B. PRIORITY 5; C. LEISURE GOODS; D. THERE HAVE BEEN SEVERAL CONSUMER GOODS CAMPAIGNS, AND RATIONALS FOR FY 79 CONSUMER GOODS CAMPAIGN ENCOMPASSES LEISURE GOODS. HOWEVER, IT WAS DEEMED DESIRABLE TO NARROW SCOPE OF A CAMPAIGN UNCLASSIFIED

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WHICH IS ALMOST TOO BROAD TO BE MANAGEABLE. CAMPAIGN TIES IN WITH SOUND EQUIPMENT OFF-SITE WHICH EMBASSY UNDERSTANDS IS BEING CONSIDERED FOR FY 80 IMC PROGRAM.

7. A. CAMPAIGN 6; B. PRIORITY 6; C. MINING AND CONSTRUCTION EQUIPMENT; D. RATIONALE FOR THIS COMAIGN IS SAME AS FOR FY 79. THOUGH THERE IS NO QUESTION THAT IT IS A MAJOR AREA FOR U.S. EQUIPMENT SALES, THERE IS SOME DOUBT AS TO WHETHER IT WILL LEND ITSELF TO SUCCESSFUL PROMOTION IN A CCP CAMPAIGN. FINAL DECISION ON ITS INCLUSION WILL THEREFORE HAVE TO BE MADE NEXT YEAR.

8. A. ALTERNATE 1; B. PRIORITY 8; C. FOOD PROCESSING AND PACKAGING EQUIPMENT; D. THIS TENDS TO BE AN AREA WITH AN ABUNDANCE OF EXCELLENT PROMOTIONAL VEHICLES. HOWEVER, IT WILL HAVE BEEN PROMOTED FOR SEVERAL CONSECUTIVE YEARS, AND IT RANKS RELATIVELY LOW ON BEST PROSPECTS LIST. IT HAS THEREFORE BEEN PLACE IN ALTERNATE STATUS.

9. A. ALTERNATE 2; B. PRIORITY 9; C. METALWORKING AND FINISHING EQUIPMENT; D. THIS WAS VERY SUCCESSFULLY PROMOTED IN FY 77. THOUGH IT DOES NOT AT PRESENT APPEAR TO BE PROMISING ENOUGH TO DESERVE INCLUSION AMONG FY 80 CAMPAIGNS, IT DESERVES

A CLOSER LOOK AS TIME APPROACHES.

10. A. SPECIAL POST EFFORT; B. PRIORITY 7; C. VISIT AMERICA;  
D. SMOOTHLY FUNCTIONING SYSTEM WAS DEVELOPED IN FY 77 AND 78  
CAMPAIGNS FOR LITERATURE DISTRIBUTION, AND TWO YEARS OF SEMINARS  
HAVE FAMILIARIZED TRAVEL AGENTS WITH U.S. MARKET AND RESOURCES  
AVAILABLE TO THEM. IN VIEW OF RESOURCES REQUIRED TO MOUNT  
TRAVEL SEMINARS, LOWER LEVEL OF ACTIVITY, AT LEVEL OF SPECIAL  
POST EFFORT, APPEARS DESIRABLE FOR FY 1980.  
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## Message Attributes

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